

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Czech Republic

**Post:** Prague

### California Wine Aficionados Emerging in the Czech Republic

**Report Categories:**

Wine

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**Report Highlights:**

The Czech wine market continues to grow and Californian wines are carving their niche through favorable showings at a number of wine competitions, including the recently concluded Prague Wine Trophy Competition.

**General Information:****Marketing:**

The third annual Prague Wine Week glowed for market newcomers representing wines from California. This wine festival, held the last week of January, features wines that earn medals during the year-long Prague Wine Trophy Competition.

The Prague Wine Trophy is the largest wine competition in the Czech Republic. The *Vino Revue* magazine organizes this event, recognized by both the European Union and the Ministry of Agriculture as one of the Czech Republic's official wine competitions.

The trophy competition is based on blind tasting by a jury consisting of more than 50 certified experts. In 2010 the jury evaluated 1,198 wines from the Czech Republic and all over the world. Two thirds of the wines evaluated in the competition originated outside the Czech Republic. Of the 345 medals and 30 Champion awards granted to specific wines, Czech wineries captured 43 awards while foreign wineries represented by local distributors captured 35 more. In the number-of-medals received category, U.S. wines tied for 6th place, a very good showing given the strong competition of other new world wines that entered market in advance. Helping to increase the knowledge of the U.S. wines, the U.S. Embassy sponsored several California Wine Promotions during the past decade. The California Francis Ford Coppola Winery garnered the most awards of any U.S. winery participating in the Prague Wine Trophy Competition.

The Prague Wine Week, opened by a Gala Wine Tasting event that introduced more than 300 award-winning wines, consists of taste sessions and special menus offered at select restaurants across Prague during the week.